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New Menswear-Dudeswear Company, Your Dapper LLC, Debuts E-commerce and Inaugural Bow Tie Line

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Your Dapper LLC, a new apparel company for the dapper dude, launched Yourdapper.com, featuring its inaugural line of badass, made in America, color-blocked bow-ties.

The website, like the brand, is smart, snarky, and doesn't take itself too seriously. *"We sell bow-ties, not your IRA"*, said Managing Partner Brent Nakano of Honolulu. *"We want to help customers inject personality into their wardrobe and help them tell their story."*

The inaugural line is meticulously hand crafted from supple fabrics and uses a proprietary pattern that was designed for symmetry. Though more difficult to cut and sew, Your Dapper bow-ties feel like a necktie in the shape of a bow, as opposed to a silk hair tie worn around the neck. This creates a subtly loud, geometrically-layered look. According to designer Katherine Chinn: *"Menswear is about the combination of elements. You're bowtie doesn't have to be the focal point."* As an added bonus, the patterns can be reversed allowing the bow tie to be worn in two different ways: more and less eye-catching.

For those who don't know how to tie a bow-tie, the website features a Youtube video tutorial with tying instructions. For those who don't know what to wear with their bow-tie Your Dapper has provided suggestions. According to Mr. Nakano: *"We want to make bow-ties accessible, because we find that most guys don't know what to wear with one. So, Katherine provided basic shirt and pants pairings for each product page. Hopefully, this makes things as simple as pairing scotch with rocks. And, to simplify the tying process even further, each bow tie comes perfectly tied, ready for you to wear with same hook you find on regular pre-tied ties. However, Your Dapper bow ties are un-tieable, so you can let them hang around your neck, and re-tieable, so you tie your own perfect knot. This makes them great for both the bow-tie challenged and the lazy."*

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